12/14/87 R9375-1

TRAVEL PRINTOUT

THE U.S. TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA

Research News for the U.S. Travel Industry

US Travel Data Center

September 1987 Volume 16, Number 9

Continued Growth Forecast for 1988 U.S. Travel

"Although Americans' real disposable income and personal consumption expenditures are expected to rise at rates slower than in 1987, the outlook for travel away from home in 1988 looks optimistic," said Suzanne D. Cook, director of the US Travel Data Center at the 1988 Travel Outlook Forum on October 27, 1987 in Reno.

Looking toward 1988, the Data Center sees the industry continuing to transform in response to the development of an oligopoly in the airline industry, new forms of travel lodging, and alternatives to the traditional means of selling business and leisure travel.

Because the travel markets will likely expand at the same rates as the population and the economy, travel service companies will have to use more innovative marketing to increase their market share.

The US Travel Data Center projects that hospitality chains, for example, will continue to redesign their properties for specific segments of the market such as budget, luxury, corporate meeting/convention and all-suite hotels which are rising in popularity.

Airlines will step-up courting the business traveler by offering executive/business class sections on aircraft, frequent flyer programs, and restricted airport lounges.

Also, according to Don Wynegar, director of the Office of Research, U.S. Travel and Tourism Administration, Department of Commerce, airlines will ferret out international travel markets.

Co-operation between industry producers will increase to create com- competitive strength and overlapping appeal through such product tie-ins as airline-rental car, airline-hotel, hotel-rental car, and cruiseline-airline packages.

States, cities, and private sector travel businesses will combine promotional efforts through regional organizations.

Assessing the current outlook for the remainder of 1987, the US Travel Data Center projects that Americans will log 1.1 billion person-trips, an increase of 4 percent to set a second record high year in 1987. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

(continued on page 3)

The National Tourism Week Coalition Publishes *The Clearinghouse Report*

The National Tourism Week (NTW) Coalition has just published The Clearinghouse Report, a comprehensive record of 1987 NTW activities in North America.

The report, which includes information on Canada and is based on an expanded and redesigned questionnaire, provides an important source of information about 1987 NTW events for the media and the travel industry.

After the first successful National Tourism Week in 1984, the President and Congress recognized the importance of travel and tourism by signing a Presidential Proclamation to observe National Tourism Week each year.

Copies of The Clearinghouse Report are available for $45 each, including postage and handling, from the NTW Coalition, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. For reduced bulk order prices, call Dee Minic at 202/293-1433. ##

Lodging and Fuel Prices Spur Travel Price Increase for July 1987

The US Travel Data Center reported today that rising lodging and motor fuel costs boosted the Travel Price Index (TPI) again in July: 1.3 percent from the previous month.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), increased 0.2 percent.

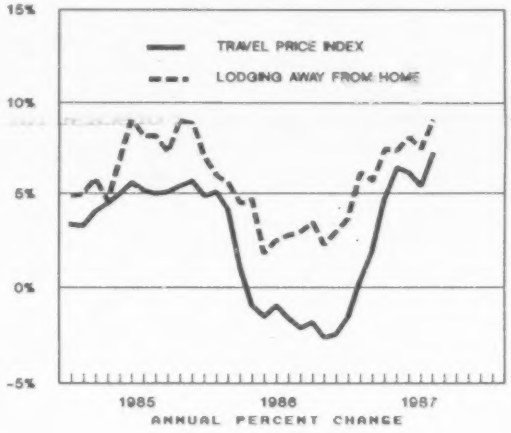
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 407.2 (1967=100) in July.

Lodging and motor fuel prices, which led travel price increases in every month in 1987 except May, rose 3.1 percent and 1.7 percent respectively in July. However, motor fuel prices showed signs of slowing.

Meanwhile, airline prices decreased 0.1 percent, the fourth consecutive monthly decline, and intracity public transportation dipped slightly for the first time in 1987.

Since July 1986, the TPI has risen 7.1 percent while the CPI has gained 3.9 percent.

Motor fuel prices have led all other components, rising 11.2 percent since July 1986. Lodging prices have shown the second largest increase, 9 percent. ##



Monthly and Annual Rates of Change in the Travel Price Index and Components
July 1987

TPI Component	Monthly Percent Change June 1987 to July 1987	Annual Percent Change July 1986 to July 1987
Transportation	1.0	7.8
Airline Fares	-0.1	3.4
Other Intercity Trans.	0.7	0.4
Intracity Public Trans.	*	2.2
Motor Fuel	1.7	11.2
Lodging	3.1	9.0
Food and Beverages Away From Home	0.3	3.9
Entertainment	1.4	2.6
TRAVEL PRICE INDEX	1.3	7.1
CONSUMER PRICE INDEX	0.2	3.9

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics
* Less than 0.05 percent decrease.

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America, 1899 L Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $55 per year, U.S., Canada and Mexico; other foreign countries, $65 per year, payable in U.S. funds only.

Travel for June 1987 Posts 5 Percent Increase

Travel during June increased 5 percent over last year's levels, according to the latest National Travel Survey conducted by the US Travel Data Center.

The monthly telephone survey reported that travelers in June 1987 took 119 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Business/convention travel rose significantly compared to June, 1986, and vacation travel rose nearly 3 percent over last year.

Weekend travel, continuing its strong growth in popularity, rose 23 percent for June 1987.

Nearly 8 percent more travelers than last year visited friends and relatives.

Auto/truck/RV travel continued to climb, reaching 92 million person-trips for the month of June.

The average trip duration, 5.3 nights, fell from 5.5 nights last June, while the average round-trip distance fell from 910 miles to 900 miles.##

Forecast for 1988 (continued)

Vacation trips will increase 2 percent over last year with travelers continuing to favor more weekend and "mini-vacation" trips.

Hotel and motel receipts are expected to rise 9 percent, the same as 1986.

Business travel should grow strongly in 1987, 6 percent.

Airline travel is projected to rise 12 percent.

The overall cost of traveling away from home will rise approximately 5 percent in 1987 after declining for the first time in the 18 years of the Travel Price Index.

Rising gasoline prices and above-average increases in lodging costs contributed to travel cost inflation in 1987.

For comparison, the Consumer Price Index is up about 3.5 percent.

A copy of the proceedings of the 1988 Travel Outlook Forum will be sent to US Travel Data Center and Travel and Tourism Research Association members. Copies are 50% off to forum attendees and are available to others for $90 (prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. ##

Visitor Volume at National Parks Region	JUN 1987 visits	Change from JUN 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	1,689,570	17	11
MIDDLE ATLANTIC	4,491,292	22	28
SOUTH ATLANTIC	12,086,606	4	-6
EAST SOUTH CENTRAL	2,311,515	-22	-21
EAST NORTH CENTRAL	759,142	27	6
WEST NORTH CENTRAL	1,536,234	-1	3
WEST SOUTH CENTRAL	1,259,959	-7	-4
MOUNTAIN	5,501,502	8	5
PACIFIC	5,312,287	-1	10
TOTAL	34,948,107	4	1

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Jun	$ 4,407 million	3.6	6.4	8.4
Eating and drinking places(2)	Jun	$12,796 million	0.4	6.6	9.0
Gasoline service stations(2)	Jun	$ 7,400 million	-0.5	2.9	-3.8
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jun	62.9 percent	2.6	-1.9	-2.2
Real demand for commercial lodging(4)	Jun	59.5 million	5.5	4.3	5.0
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jun	27.6 billion	0.5	7.1	12.1
International revenue passenger-miles	Jun	7.7 billion	17.8	31.3	22.1
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jun	44.6 billion	5.8	5.1	4.8
Rail passenger traffic(7)					
Amtrak passenger-miles	Jun	528.2 million	20.2	5.9	1.5
Travel Price Index(8)	Jun	401.8 million	0.9	5.4	4.2
U.S. resident travel(9)					
Total person-trips	May	105.7 million	47.6	5.6	4.9
Vacation person-trips	May	69.5 million	62.0	6.6	1.3
Total person-nights	May	486.2 million	57.9	7.9	0.2
Vacation person-nights	May	333.6 million	55.5	4.4	-7.8
Public use of national parks(10)					
Visits	Jun	34,948,107	19.0	4.0	1.0
Overnight stays	Jun	2,419,364	50.7	6.5	10.3
Foreign arrivals in U.S.(11)					
From overseas	May	843,365	6.0	18.1	19.3
From Canada	Jun	885,653	-11.2	2.7	12.4
From Mexico	May	60,744	-31.2	13.6	6.3
U.S. citizen departures(12)					
To overseas	May	1,320,692	2.5	14.8	12.2
To Canada	Jun	1,528,110	32.0	-11.8	-2.9
Domestic demand for motor gasoline(13)					
Barrels per day	Jun	7,320 thousand	-2.0	1.7	2.6

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Pre-liminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

US Travel Data Center

Two Lafayette Centre
1133 21st Street
Northwest
Washington, D.C.
20036
(202) 293-1040

TRAVEL PRINTOUT September 1987

U.S. POSTAGE
PAID
FIRST CLASS
PERMIT NO. 8523
WASHINGTON, D.C.

Jeanne Long
Congressional Information
Service
4520 East-West Hwy., Ste. 800
Bethesda MD 20814

12/14/87 R9375-1

TRAVEL PRINTOUT

THE U.S. TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA

Research News for the U.S. Travel Industry

US Travel Data Center

October 1987 Volume 16, Number 10

1988 Travel Outlook Forum Predicts Travel Growth Will Persevere

Travel demand continues to grow in 1987, and forecasts presented at the Travel Data Center's 1988 Travel Outlook Forum suggest travel should grow steadily in 1988.

Co-sponsored by the Travel and Tourism Research Association (TTRA), the thirteenth annual forum ended on an optimistic note for the industry, but speakers cautioned their predictions' accuracy depended upon maintaining the delicate balance in external forces: calm in the Middle East, a stable stock market, suppression of terrorist activity.

According to Jerry Jordan, chief economist, First Interstate Bancorp, the 1988 economy will turn in a respectable performance, with real GNP growing 3.3 percent, inflation growing 5 percent, and employment growing 2.7 percent.

Noted consumer expert, Sandra Shaber, foresees a shift toward slightly fewer discretionary purchases of travel, autos and household durables; consequently, travel product pricing will be very important in 1988.

Data Center Director Suzanne D. Cook commented, "U.S. resident travel thus far in 1987 is up 6 percent and the Data Center expects to record nearly 1.2 billion person-trips by the end of 1987. (A person-trip is measured each time any U.S. resident goes 100 miles or more away from home.)

The outlook for 1988 includes:

- Don Wynegar, director, Office of Research, U.S. Travel and Tourism Administration--Inbound foreign travel will rise 2 percent in 1988 and outbound travel will grow 8 percent;

- Richard Hebert, managing director, public affairs, American Automobile Association--Domestic auto travel will rise 2 percent to 3 percent over 1987, but, more important, gasoline prices, will rise slightly more than 5 percent in 1988.

- Mark Lommano, director of research, Laventhol and Horwath--The hotel sector will raise room rates 2.8 percent in 1988 and collect over 7 percent more in dollar sales than in 1987.

- Janet Lowder, manager of restaurant and foodservice advisory group, Laventhol and Horwath--Foodservice prices in 1988 will rise 4 percent if minimum wages increase. Dollar sales will increase 4 percent over 1987; however, profitability will stagnate.

- Darrell Luery, vice president, planning and development, Ramada Gaming Group --Casino gaming in Atlantic City should gain 7 percent next year, and improved Las Vegas casino revenues should amount to 5 percent to 6 percent over 1987.

- Richard Lyon, president, the Lyon Group--Theme parks and attractions may expect to host 2 percent to 4 percent more visitors, providing the weather co-operates next summer.

Cook further commented, "Although Americans' real disposable income and personal consumption expenditures are expected to rise at rates slower than in 1987, the outlook for travel away from home in 1988 looks optimistic."

The complete, edited proceedings of the 1988 Travel Outlook Forum will be released in January as the 1988 Outlook for Travel and Tourism. The report will be sent to Data Center and TTRA members and will be available to others for $90 (prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Forum attendees will receive a coupon worth 50 percent off the cover price. ##

August Travel Price Increase Prompted by Motor Fuel

The US Travel Data Center reported today that the rising cost of travel slowed in August.

Compiled by TIA's research affiliate, the US Travel Data Center, the Travel Price Index (TPI), rose 0.7 percent in August, a slowdown from the price escalations of 0.9 and 1.3 percent for June and July, respectively.

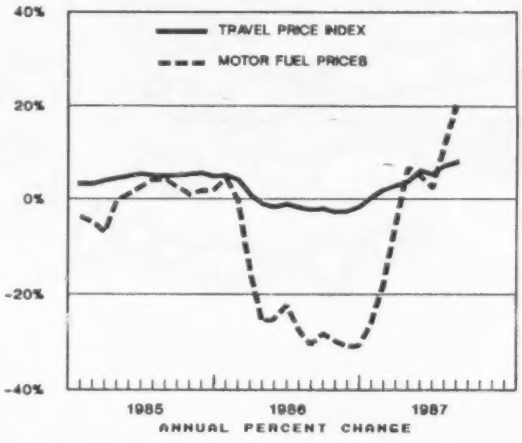
For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), increased 0.6 percent in August.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, reached 410.1 (1967=100) in August.

Motor fuel prices led all travel price increases with the largest monthly increase since February, 2.7 percent. Airline fares followed with a 1.5 percent increase. August also marked the first time that airline fares have risen in five months.

Since August 1986, the TPI has risen 7.9 percent while the CPI has gained 4.3 percent.

Over the 12-month period, motor fuel prices have led all travel prices with a dramatic 20.4 percent increase, reflecting an average 2.8 percent increase in gas prices every month since December 1986. ##



Monthly and Annual Rates of Change in the Travel Price Index and Components
August 1987

TPI Component	Monthly Percent Change July 1987 to August 1987	Annual Percent Change August 1986 to August 1987
Transportation	2.1	13.7
Airline Fares	1.5	5.2
Other Intercity Trans.	0.5	0.4
Intracity Public Trans.	0.1	2.1
Motor Fuel	2.7	20.4
Lodging	0.3	7.3
Food and Beverages Away From Home	0.3	3.9
Entertainment	0.9	2.7
TRAVEL PRICE INDEX	0.7	7.9
CONSUMER PRICE INDEX	0.6	4.3

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America, 1899 L Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $55 per year, U.S., Canada and Mexico; other foreign countries, $85 per year, payable in U.S. funds only.

The US Travel Data Center is an affiliate of the Travel Industry Association of America

July Travel Rises 7 Percent

Travel during July jumped 7 percent over last year's levels, according to the latest National Travel Survey conducted by the US Travel Data Center.

Travel by Americans in July 1987 totaled 148 million person-trips. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that while pleasure trips increased 6 percent, business/convention trips grew a strong 19 percent over year-earlier figures.

Nearly 8 percent more Americans than last year traveled by air, but 11 percent more traveled by automobile, truck, or RV.

Vacation travel for July posted more than a 13 percent gain. Weekend travel,which had increased over the last few months, slipped 2 percent.

Travelers use of hotels and motels grew in popularity during July, while their use of friends and relatives' homes was less than last year.

The average domestic round-trip distance was 855 miles, down from 1,000 miles last July.

The average number of nights away from home was 6.1 nights, up from 6.0 nights a year ago. ##

Hotel Rates Continue to Rise Says the *1987 U.S. Lodging Industry Report*

Even though U.S. hotel occupancy fell in 1986, rates continued to rise--and would have risen still further if they weren't held down by stiff competition, reported Laventhol and Horwath in the 1987 U.S. Lodging Industry.

The 55th annual study of lodging trends, released in August, 1987, cited the median room rate as $56.29, up 4.3 percent from 1986. In 1985 the rate was $53.80.

Lodging operators were able to raise rates because tourism in the summer amd fall of 1986 was on the rise. The 72 page report, U.S. Lodging Industry 1987 is available for $65 from Laventhol & Horwath, the Publications Department, 1845 Walnut Street, Philadelphia, Pennsylvania, 19103. ##

Visitor Volume at National Parks

Region	JUL 1987 visits	Change from JUL 1986* (percent)	Percent change 1987/1986* Year-to-Date
NEW ENGLAND	2,708,831	24	12
MIDDLE ATLANTIC	6,338,469	19	25
SOUTH ATLANTIC	13,595,352	-4	-8
EAST SOUTH CENTRAL	2,707,221	-14	-20
EAST NORTH CENTRAL	1,147,121	16	11
WEST NORTH CENTRAL	2,044,942	-2	0
WEST SOUTH CENTRAL	1,245,292	-8	-4
MOUNTAIN	6,914,289	4	5
PACIFIC	6,793,478	-3	7
TOTAL	43,494,995	1	0

* Percent change figures may not be consistent with previously reported visitation totals due to National Park Service revisions.

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **MIDDLE ATLANTIC**: New Jersey, New York, Pennsylvania. **SOUTH ATLANTIC**: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **EAST SOUTH CENTRAL**: Alabama, Kentucky, Mississippi, Tennessee. **EAST NORTH CENTRAL**: Illinois, Indiana, Michigan, Ohio, Wisconsin. **WEST NORTH CENTRAL**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **WEST SOUTH CENTRAL**: Arkansas, Louisiana, Oklahoma, Texas. **MOUNTAIN**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **PACIFIC**: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1987/86
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Jul	$ 4,264 million	-3.2	5.9	8.0
Eating and drinking places(2)	Jul	$12,779 million	-0.1	5.4	8.5
Gasoline service stations(2)	Jul	$ 7,645 million	2.5	9.5	-1.9
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jul	66.4 percent	5.6	-0.3	-1.9
Real demand for commercial lodging(4)	Jul	59.7 million	0.3	3.3	4.7
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jul	29.6 billion	7.3	7.2	11.3
International revenue passenger-miles	Jul	9.0 billion	16.9	33.0	24.2
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jul	47.5 billion	7.3	4.2	4.7
Rail passenger traffic(7)					
Amtrak passenger-miles	Jul	593.4 million	12.3	11.6	3.3
Travel Price Index(8)	Jul	410.1 million	2.1	7.8	4.7
U.S. resident travel(9)					
Total person-trips	Jun	119.0 million	12.6	5.2	5.0
Vacation person-trips	Jun	83.1 million	19.6	2.8	1.7
Total person-nights	Jun	630.7 million	29.7	1.4	0.5
Vacation person-nights	Jun	482.0 million	44.5	-2.2	-6.2
Public use of national parks(10)					
Visits	Jul	43,494,995	25.0	1.0	.0
Overnight stays	Jul	3,323,060	37.4	6.0	8.8
Foreign arrivals in U.S.(11)					
From overseas	Jun	995,479	13.3	13.5	18.0
From Canada	Jul	1,620,439	83.0	14.4	12.9
From Mexico	Jun	80,129	31.9	41.5	12.3
U.S. citizen departures(12)					
To overseas	Jun	2,361,641	78.7	71.3	24.4
To Canada	Jul	2,386,711	56.2	-8.5	-4.9
Domestic demand for motor gasoline(13)					
Barrels per day	Jul	7,575 thousand	0.6	1.9	2.5

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S scheduled service air carriers. Source: Air Transport Association. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) Pre-liminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

US Travel Data Center

Two Lafayette Centre
1133 21st Street
Northwest
Washington, D.C.
20036
(202) 293-1040

TRAVEL PRINTOUT October 1987

U.S. POSTAGE
PAID
FIRST CLASS
PERMIT NO. 8523
WASHINGTON, D.C.

Jeanne Long
Congressional Information
Service
4520 East-West Hwy., Ste. 800
Bethesda MD 20814

12/14/87 R9375-1

TRAVEL PRINTOUT

THE U.S. TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA

Research News for the U.S. Travel Industry

US Travel Data Center

November 1987

Volume 16, Number 11

Industry Experts Write Papers on 1988 Outlook

Travel demand continues to grow in 1987 and shows no signs of abating in 1988, according to several travel industry experts who wrote papers for the US Travel Data Center's 1988 Travel Outlook Forum.

The thirteenth annual forum, co-sponsored by the Travel and Tourism Research Association (TTRA), for the first time presented papers covering the outlook for recreation, zoos and aquariums, cruise lines, national parks and tours, and other topics which could not otherwise be covered in the forum's limited one-day format.

Highlights include:

- Robert Wagner, executive director, American Association of Zoological Parks and Aquariums (AAZPA), Wheeling, West Virginia --Annually 110 million persons visit the association's 150 member institutions, which annually budget nearly $250 million dollars for new construction and refurbishing existing exhibits. The AAZPA expects to launch a public relations campaign from Washington, D.C., next year that will heighten public awareness of zoos and aquariums.

- Derrick Crandall, president, the American Recreation Coalition--recreation will continue to grow as part of the American lifestyle. Americans will have bought 6 percent more RV units by the end of 1987 than the year before, and 2 percent more in 1988.

- Kenneth Hornback, chief, statistical unit, and Priscilla Baker, tourism director, National Park Service--The National Park Service expects to host at least 3 percent more visitors in 1988 than in 1987;

- Anthony Tighe, program coordinator, National Endowment for the Arts--1988 will see expanded cooperation between the arts and tourism industries. Even more festivals and touring exhibitions have been booked in 1988 than this year. Look for Gauguin, Fragonard, and Degas exhibitions touring the country, and "Cleopatra's Egypt."

- David Lippincott, president, National Tour Association--Tour operators are planning many more special interest tours. In 1988 tour group sectors will redefine marketing strategy to favor the senior travel segment;

- James Godsman, president, Cruise Lines International Association--Cruise lines continue to expand and expect to have served over 3 million passengers by the end of 1987. This growth stems from segmentation marketing and the wide variety of cruise products available;

- John Prokopy, director of market planning and forecasting, Amtrak--Steady growth is the continuing projection for 1988. Amtrak expects a record year in both passenger revenue, up 5.4 percent, and passenger mile volume, up 1.7 percent.

All seven papers and the complete proceedings of the 1988 Travel Outlook Forum will appear in the 1988 Outlook for Travel and Tourism to be released in January. The report will be sent to Data Center and TTRA members and will be available to others for $90(prepaid) from the US Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036. Forum attendees will receive a 50 percent discount. ##

Falling Lodging Prices Dampen Cost of Travel in September

According to the US Travel Data Center's Travel Price Index (TPI), the cost of travel in September fell 0.6 percent, the largest drop recorded since April 1986, when the index also dropped 0.6 percent.

For comparison, overall consumer goods and services costs, as measured by the Consumer Price Index (CPI), increased 0.5 percent in September.

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation, and other goods and services purchased by Americans traveling away from home in the United States, fell to 407.5 (1967=100) in September.

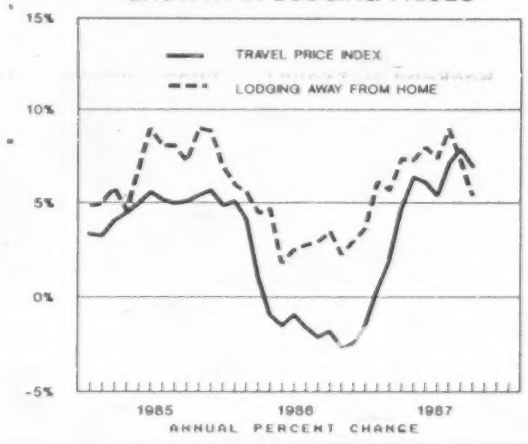
Falling lodging prices led the drop in the TPI with the largest monthly decline since last December, 2.7 percent. Further, motor fuel prices, registering their first decrease in ten months, fell 0.3 percent.

Since September 1986, the TPI has risen 7.0 percent while the CPI has gained 4.3 percent.

Motor fuel prices, the primary force behind the jump in travel prices, have led the rise in the cost of travel with a 17.4 percent increase since September 1986.

Airline fares have shown the second fastest rate of growth, 5.7 percent, followed by lodging prices with a 5.4 percent rise. ##

ANNUAL TPI INCREASES EXCEED GROWTH IN LODGING PRICES



Monthly and Annual Rates of Change in the Travel Price Index and Components
September 1987

TPI Component	Monthly Percent Change August 1987 to September 1987	Annual Percent Change September 1986 to September 1987
Transportation	0.1	12.3
Airline Fares	0.6	5.7
Other Intercity Trans.	0.6	1.7
Intracity Public Trans.	0.2	2.2
Motor Fuel	-0.3	17.4
Lodging	-2.7	5.4
Food and Beverages Away From Home	0.4	3.9
Entertainment	1.1	2.9
TRAVEL PRICE INDEX	-0.6	7.0
CONSUMER PRICE INDEX	0.5	4.3

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the US Travel Data Center, the national non-profit center for travel and tourism research, and an affiliate of Travel Industry Association of America. Two Lafayette Centre, 1133 21st Street NW, Washington, D.C. 20036. Telephone: 202/293-1040. Suzanne D. Cook, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on Data Center Projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are $55. per year, U.S., Canada and Mexico; other foreign countries, $65. per year, payable in U.S. funds only.

The US Travel Data Center is an affiliate of the Travel Industry Association of America